

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 14444 090922Z

12

ACTION CU-04

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FM AMEMBASSY TOKYO
TO USDOC/USTS WASHDC
INFO SECSTATE WASHDC 3961

UNCLAS TOKYO 14444

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: BICENTENNIAL PROMOTION PROPOSAL

JW-6-249. USTS/FEC, PAA AND THE TOHO COMPANY, JAPAN'S FORMOST THEATRICAL PRODUCTION COMPANY, HAVE REACHED TENTATIVE AGREEMENT ON A LOCAL BICENTENNIAL TRAVEL PROMOTION PROJECT WHICH WILL BRING TWENTY LAS VEGAS SHOWGIRLS TO JAPAN FOR A TRAVEL-ORIENTED STAGE SHOW SCHEDULED TO RUN FROM FEBRUARY THROUGH JUNE 176. WE ARE ASKED TO FURNISH TOTAL OF 30 WAIVERS WITH PANAM AS SOLE CARRIER FOR SHOW PRODUCERS, DANCERS AND PUBLICITY AGENTS. TOHO PLANS MASSIVE MULTIMEDIA CAMPAIGN EXPECTED TO DRAW TOTAL AUDIENCE EXCEEDING 500,000 FOR THE SHOW. TELEVISION AD PRINT MEDIA COVERAGE WILLREACH ADDITIONAL MILLIONS. EXPOSURE MEASUREMENTS WILL PROBABLY EXCEED ONE MILLION DOLLS. PLS ADVISE IF WAIVERS CAN BE APPROVED BY SPECIAL ARRANGEMENTS SIMILAR TO THOSE MADE FOR SATW BICENTENNIAL TRAVEL MISSION.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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